

Message Text

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PAGE 01 CAIRO 15498 101618Z

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ACTION NEA-10

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O R 101532Z NOV 76

FM AMEMBASSY CAIRO

TO USDOC WASHDC IMMEDIATE

INFO SECSTATE WASHDC 8737

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E.O. 11652: N/A

TAGS: BEXP EG

SUBJ: CAIRO FAIR: PARTICIPATION BY EGYPT-UP BUSINESS COUNCIL

REF: A) USDOC 19377 B) CAIRO 15304 C) STATE 274115

1. COURSE OF ACTION PROPOSED REFTEL IS ONE THAT EMBASSY WOULD NORMALLY HAVE FOLLOWED IF TIMING FACTORS WERE NOT OF SUCH CRITICAL IMPORTANCE. INVITATION LETTER PLUS COPY OF INFO SHEET ON US PAVILION HAS IN FACT BEEN SENT TO EACH FIRM ON BUSINESS COUNCIL(PLUS ALL OTHERS ON OUR SOLICITATION LIST) UNDER COVER OF A LETTER FROM THE AMBASSADOR. WE HAVE REGRETFULLY BEEN FORCED TO CALL UPON USDOC/CAGNE FOR MAJOR HELP IN RECRUITNG EFFORT PRECISELY BECAUSE PROBLEMS RAISED TO USG PARTICIPATION IN CAIRO FAIR HAVE PREVENTED US FROM FOLLOWING NORMAL COURSES OF ACTION.

2. CAIRO FAIR AUTHORITIES HAVE GIVEN NOV. 3 AS FINAL DATE FOR SIGNATURE OF CONTRACT FOR PAVILION. AS OF THIS MOMENT, EMBASSY IS UNAWARE IF FINANCIAL DIFFICULTIES RELATED TO REPAIR OF DISPLAY SYSTEM AND SMALL NUMBER OF POSSIBLE PARTICIPANTS -- LET ALONE SMALL NUMBER OF POTENTIAL PARTICIPANTS -- HAVE BEEN RESOLVED, AND IF SO WHICH WAY. IN SHORT, THREE DAYS BEFORELDEADLINE FOR CONTRACT SIGNING, WE STILL DO NOT KNOW, IF THERE WILL BE A US PAVILION. WE CAN OF COURSE REQUEST AND EXTENSION, BUT NEED AN INDICATION THAT IT WOULD BE USED

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PAGE 02 CAIRO 15498 101618Z

OR AT LEAST IS DESIRED.

3. WHILE WE FULLY AGREE THAT TELEGRAM FROM
AMBASSADOR WOULD TEND TO ELICIT FAVORABLE RESPONSES,
WE ARE IN SOME DOUBT AS TO UTILITY OF THIS APPROACH
NOW UNDER ABOVE CIRCUMSTANCES. IF CAGNE, ON
BASIS ITS INFORMATION, IS OF OPINION THERE IS STILL
A CHANCE -- AND STILL A REASON -- TO ENCOURAGE
FURTHER PARTICIPATION, WE URGE THAT MESSAGE ALONG
FOLLOWING LINES BE CONVEYED TO BUSINESS COUNCIL
MEMBERS BY MOST EXPEDITIOUS POSSIBLE MEANS.
QUOTE. AS A MEMBER OF THE EGYPT-US BUSINESS
COUNCIL, YOUR FIRM IS WELL AWARE OF THE OPPORTUNITIES
FOR MUTUALLY BENEFICIAL COMMERCIAL RELATIONS
BETWEEN THE TWO COUNTRIES. YOU MAY ALSO KNOW
OF THE IMPORTANT ROLE THAT CAN BE PERFORMED IN
THIS CONNECTION BY THE CAIRO INTERNATIONAL FAIR,
ONE OF THE MAJOR EVENTS OF ITS KIND IN THE MIDDLE
EAST. NEXT YEAR'S FAIR, WHICH WILL TAKE PLACE
MARCH 7 TO 21 1977, WILL PROVIDE AN UNEQUALLED
OPPORTUNITY FOR THE DISPLAY OF PRODUCTS AND
SERVICES TO A SIGNIFICANT PROPORTION OF THE
EGYPTIAN MARKET AS WELL AS TO REPRESENTATIVES
FROM NEARBY COUNTRIES. AS IT DID IN 1975
AND 1976, THE UNITED STATES GOVERNMENT WILL ONCE
AGAIN TAKE PART. THE US PAVILION STILL HAS A FEW
BOOTHES AVAILABLE FOR PARTICIPANTS WHO RECOGNIZE
THE IMPORTANCE OF THE CAIRO FAIR IN DEVELOPING
THEIR BUSINESS ACTIVITIES IN THIS AREA AND I
STRONGLY ENCOURAGE AND WOULD WARMLY WELCOME THE
DECISION OF YOUR COMPANY TO TAKE PART. HERMANN FR EILTS, AMERICAN
AMBASSADOR. UNQUOTE.

4. ABOVE REFLECTS, INTER ALIA, CONCERNS OVER INFORMATION
REQUESTED IN REF C, AND REPORTED IN REF B, TO EFFECT THAT THERE
WILL BE INSUFFICIENT FUNDS GENERATED BY PARTICIPANTS TO MAKE
PAVILLION POSSIBLE. THIS IS OVER AND ABOVE PROBLEMS GENERATED
BY COSTS OF REFURBISHING DISPLAY SYSTEM, WHICH IN THEMSELVES
ARE OF SUFFICIENT MAGNITUDE TO PRECLUDE PAVILLION. UNDER THESE
CIRCUMSTANCES, EMBASSY URGENTLY NEEDS INFORMATION AS TO
CURRENT THINKING IN WASHINGTON AS TO LIKELIHOOD THAT WE WILL
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PAGE 03 CAIRO 15498 101618Z

TAKE PART IN 77 CAIRO FAIR. FROM POLITICAL AS WELL AS COMMERCIAL
POINT OF VIEW WE SHOULD OBVIOUSLY TRY TO DO SO.
PLEASE ADVISE ASAP.
EILTS

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